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Label: MMBA Direct  
Mail 6/84

June 4, 1984

MEMORANDUM

TO: Sales, Jack, Marketing *David*

FROM: Jan Woolley

SUBJECT: MMBA Direct Mail

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Attached is a copy of the direct mail piece sent by Tele-marketing. The mailing list was gleaned from the CAMP directory which identified those computer services companies involved in banking and finance; the list was then matched to the INPUT prospect list (D). The total mailing went to approximately 370 prospects.

Jan

INPUT



# INPUT

1943 LANDINGS DRIVE, MOUNTAIN VIEW, CA 94043

(415) 960-3990

May 25, 1984

## MARKET UPDATE: BANKING AND FINANCE

1984 - 1989

Due to overwhelming client demand, INPUT has updated and expanded its 1982 "sell-out" report on the banking and finance industry - a \$9 billion information services market opportunity in 1989.

This study was prepared by INPUT's Banking and Finance Research Team, who together have more than 75 years of executive management and marketing experience in the banking and finance industry.

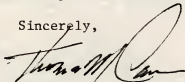
Market Update: Banking and Finance includes a wealth of quantitative data and comprehensive analyses. I have enclosed a few samples of the many, detailed exhibits included in this 100-page study. If you purchase the study, you will be able to:

- Have a crisp analysis of current and future financial services needs for all information services delivery modes;
- Understand the implications of micro-driven software and integrated systems;
- Have forecasts of user expenditures through 1989 - in detail;
- Effectively analyze the competitive environment with detail on market share data for over 120 vendors;
- Target emerging market opportunities;
- Act on specific recommendations founded upon experience - not conjecture.

INPUT is offering this timely study at a prepublication fee of \$950 through June 15, 1984. Your order must be received by INPUT on or before that date to qualify for this discount.\* After June 15, the price will increase to \$1,400.

To reserve your copy at the reduced fee, return the enclosed order form along with your check or purchase order. A reply envelope is enclosed for your convenience.

Sincerely,



Thomas M. Cannon  
Vice President

\* Orders received after June 14, 1984 will not be honored at the reduced fee.



MARKET UPDATE: BANKING AND FINANCE

1984 - 1989

- Analyzes four major banking and finance industry subsectors:
  - Commercial banks;
  - Savings and loans;
  - Security and commodity firms;
  - Other financial institutions;
    - . Credit Unions
    - . Finance companies
    - . Federal Reserve banks
    - . Mortgage banking companies
    - . Miscellaneous financial institutions.
- Forecasts user expenditures through 1989 for all major information services delivery modes (see Exhibit A):
  - Remote computing services;
    - . Interactive remote batch
    - . On-line data base services
  - Processing services;
    - . Batch processing
    - . Facilities management
  - Application software;
    - . Mainframe/mini application software
    - . Micro application software
  - Integrated systems.
- Analyzes 20 major banking and finance application areas including:
  - Corporate banking
  - Retail banking
  - Trust
  - Automated business services
  - Automated customer service
  - Back-office processing
- Examines the banking and finance industry by institution size (see Exhibits B and C).
- Provides over 120 information services vendor market share estimates for the banking and finance industry (see Exhibit D).



# EXHIBIT A

## FORECAST OF USER INDUSTRY-SPECIFIC INFORMATION SERVICES EXPENDITURES FOR RETAIL BANKING BY COMMERCIAL BANKS, 1984-1989

Function Examples: Demand Deposit Accounting, Savings, Consumer Loans,  
CIF, Administration

INFORMATION SERVICES	USER EXPENDITURES (\$ Millions)			1984-1989 AAGR (Percent)
	1984	1985	1989	
PROCESSING				
Remote Computing Services (RCS)				
Batch Processing				
Facilities Management				
Processing Services Subtotal				
APPLICATION SOFTWARE				
INTEGRATED SYSTEMS				
Total				





## EXHIBIT B

### USER INDUSTRY-SPECIFIC INFORMATION SERVICES EXPENDITURES FOR CORPORATE BANKING BY COMMERCIAL BANKS ACCORDING TO INSTITUTION SIZE IN 1984

Function Examples: Commercial Loans, Cash Management, Money Markets, Loan Box

	USER EXPENDITURES (\$ Millions)				
	INSTITUTION SIZE (Deposit)				1984 TOTAL
	SMALL < \$100	MEDIUM \$100-500	LARGE \$500- 1,000	VERY LARGE > \$1,000	
INFORMATION SERVICES					
PROCESSING					
Remote Computing Services (RCS)					
Batch Processing					
Facilities Management					
Processing Services Subtotal					
APPLICATION SOFTWARE					
INTEGRATED SYSTEMS					
Total					



## EXHIBIT C

### DETERMINATION OF INSTITUTION SIZE FOR BANKING AND FINANCE INDUSTRY

INSTITUTION  SIZE DESIGNATION	SIZE DETERMINATION (\$ Millions)			
	VERY LARGE	LARGE	MEDIUM	SMALL
Commercial Banks (Deposits)	>\$1,000	\$500-1,000	\$100-500	<\$100
Savings and Loans (Assets)	>\$1,000	\$100-1,000	\$25-100	<\$25
Security and Commodity Firms (Capitalization)	>\$50	\$10-50	\$2-10	<\$2
Federal Reserve Banks (Assets)	>\$15,000	\$8-15,000	-	-
Credit Unions (Assets)	>\$20	\$5-20	\$1-5	<\$1
Finance Companies (Credit Outstanding)	>\$100	\$25-100	\$1-25	<\$1
Mortgage Banking Companies (Service Portfolio Values)	>\$1,200	\$400-1,200	\$100-400	<\$100



# EXHIBIT D

## VENDOR MARKET SHARE OF INDUSTRY-SPECIFIC INFORMATION SERVICES FOR COMMERCIAL BANKS IN 1983

VENDOR NAME	APPLICATION AREA	REVENUES (\$ Millions)				1983 MARKET SHARE (Percent)
		Processing Services	Software Products	Integrated Systems	Total	
Commercial Vendors (250*)						
ADP						
NCR						
EDS						
CDC						
Systematics						
American Express						
Burroughs						
GEISCO						
IBM						
Anacomp						
SEI						
NDC						
Dun and Bradstreet						
Kirchman Corp.						
McGraw-Hill						
Quotron Systems						
SunData						
Telecredit						
Bradford						
NCS						
Subtotal						

SOURCES: Published financial statements, vendor interviews, and INPUT estimates.

Continued

\* Number of vendors



# AUTHORIZATION FORM

TO: INPUT

1943 Landings Drive  
Mountain View, CA 94043

Please enter our order for one copy of INPUT's report, MARKET UPDATE:  
BANKING AND FINANCE: 1984-1989, at the prepublication fee of \$950.\*

We would also like to order \_\_\_\_\_ additional copies of the report  
at \$100 per copy.

Enclosed is our check in the amount of \$ \_\_\_\_\_.

Please bill us in the amount of \$ \_\_\_\_\_ on purchase order  
number # \_\_\_\_\_.

\*This fee applies only if INPUT's receives the order by June 15, 1984

## CONFIDENTIALITY AGREEMENT

The client agrees to hold as confidential all information provided by INPUT through this study. The information provided shall be used only by the employees of and within the current corporate structure of the client and will not be disclosed to any other organization or person including parent, subsidiary, or affiliated organizations without written consent of INPUT.

The client agrees to control access to the information provided to prevent unauthorized disclosure in violation of this agreement.

INPUT exercises its best efforts in preparation of the information provided under this agreement and believes the information contained therein to be accurate. However, INPUT shall have no liability for any loss or expense which may result from incompleteness or inaccuracy of the information provided.

ACCEPTED BY:

\_\_\_\_\_  
Client Organization

\_\_\_\_\_  
Address

\_\_\_\_\_  
Telephone

\_\_\_\_\_  
Date

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Name

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

\_\_\_\_\_  
Title

ACCEPTED BY INPUT:

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

\_\_\_\_\_  
Name

\_\_\_\_\_  
Title

